C1950-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 4

This month
more than 160 stations
will show 'em
"Who's The Boss?"

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58th Year 1989

TV's programing industry gets ready to go all out

Broadcasting Sep 4

Vol. 117 No. 1

What's ahead for fall...

ABC, NBC, CBS and Fox prepare for 1989-90 prime time square-off. PAGE 27. BROADCASTING charts fall schedules on PAGES 28, 29.

Souped up summer...

NBC and CBS consider restructuring pilot process and other changes to create more summer programing. PAGE 30.

Sorting out indecency issue...

FCC's indecency stand meets with mixed reaction from station group managers and disk jockeys. PAGE 32.

31/ **NATPE PREVIEW**
Producers and distributors ready product for sale at NATPE International convention next January.

33/ **SPANISH TV**
Spanish government authorizes three new commercial TV networks to compete with Spain's state commercial channels.

38/ **MOVE OVER, MICKEY MOUSE**
Walt Disney Co. acquires Jim Henson Associates, entering long-term exclusive production arrangement with creator of Muppets.

Disney's Michael Eisner (l) and Jim Henson

33/ **ONE FOR MCCAW**
McCaw Cellular Communications wins battle in its hostile tender offer for LIN Broadcasting Corp., although it still does not possess controlling block of company.

33/ **COMBOS FOR SALE**
Noble Broadcast Group puts its AM-FM combos on Long Island, N.Y., and in New Haven, Conn., on block.

34/ **TOUGH ISSUES**
Network television focuses on some of most difficult domestic issues confronting America—race and drugs.

44/ **BIG TIME IN THE BIG EASY**
Among highlights of National Association of Broadcasters Radio '89 in New Orleans Sept. 13-16: more than 70 panels on industry issues, engineering conference and awards ceremony.

45/ **SOVIET POST CARDS**
American radio stations broadcast live reports to U.S. from Soviet Union.

47/ **MOVING UP**
FCC veteran Roy Stewart

moves into top spot at Mass Media Bureau.

49/ **NEXT TARGETS**
FCC identifies 16 more radio stations as potential targets for indecency action.

52/ **FAIRNESS SUPPORT**
Syracuse Peace Council and others petition Supreme Court for review of FCC's fairness doctrine decision, saying they cannot think of case "of greater importance" to regulation of broadcasting.

55/ **EASTERN CABLE**
Among highlights of Eastern Cable Show are DBS, syndex, customer service issues.

58/ **MURDOCH MARKET**
Rupert Murdoch attacks British system of TV duopoly, defends American television model and espouses his vision of market-driven media industry.

59/ **PLAYBOY OVERSEAS**
Alta Loma Productions division of Playboy Enterprises moves into international broadcast television distribution.

60/ **PROXY REPORT**
Proxy statement filed for upcoming shareholder meeting details sale of MGM/UA Communications Co. to Qintex Group.

60/ **GAIN...G INTEREST**
Group of investors led by former King World Productions executive Stuart Hersch reaches agreement in principle to buy minority interest of Kushner-Locke Co.

79 **NEXT GENERATION**
He was member of original MTV development team. Now, as chairman and CEO of MTV Networks, Tom Freston heads growing entertainment group that has its MTV, and more.

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vices.

What Congress will do is unknown. Politics are complicated by fact that some broadcasters want to do away with license for local signals and require cable systems to pay broadcasters. National Association of Broadcasters has formed committee to explore possibility of creating new copyright scheme that includes retransmission fee and carriage requirements for local signals (BROADCASTING, June 19 and 26).

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition license on carriage. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively voted 2-1 in July 1988 to recommend that Congress lift ban against telephone companies owning cable systems in their telephone service areas. But former FCC Chairman Dennis Patrick, who pushed for recommendation, was unable to affirm vote in final year of chairmanship because FCC Commissioner James Quello, who provided second vote, had second thoughts.

Commissioner Patricia Diaz Dennis continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

Issue is now in hands of newly constituted commission led by Chairman Alfred Sikes. He says he has open mind on issue. National Telecommunications and Information Administration, while under Sikes's direction, recommended telcos be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition contained in Cable Communications Policy Act of 1984; companion measure was offered in House by Rick Boucher (D-Va.).

Another barrier to Bell Regional Operating Companies' crossownership is modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast voices. Thus far, it has granted four waivers.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Direct Broadcast Satellites

■ Nationwide Communications has committed "substantial investment" to United States Satellite Broadcasting Co., Hubbard Broadcasting's proposed high-power direct-to-home satellite TV service.

FCC commissioners on Aug. 2 granted 11 pairs of channels to each of four new direct broadcast satellites (DBS) and approved use of that high-power spectrum for services other than direct-to-home TV. Acting on latest (fifth) round of applications, FCC adopted policy of allocating to each applicant and permittee channels at two orbital slots—one in east, from which services can reach all 50 states, and one in west, from which only western half of continental U.S. (half-conus) can be reached. DBS operators will be allowed to offer full or half-conus services and to use four western slots to offer regional TV or, alternatively, regional data, voice or other services. Action asked for comments on, in words of outgoing FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

Complex compromise package of grants allotted 11 channels at each slot to Continental Satellite Corp., EchoStar Satellite Corp., Directsat Corp. and Direct Broadcast Satellite Corp.; eight channels at each slot to previous permittees United States Satellite Broadcasting Co. and Dominion Video Satellite; and 27 channels at each to permittees Hughes Communications Inc. and Advanced Communications Corp., both of which had previously been assigned 32 channels. FCC deferred action, pending further inquiry, on petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises.

Comments on paired slot proposal last January were mixed, with most accepting channel limitation but some arguing that FCC must allow 32-channel service from single slot to make any DBS service competitive with cable and broadcast TV. Others said consumers will be willing to buy steerable antennas to receive as many as 128 channels from multiple slots.

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,957	261	5,218
Commercial FM	4,210	753	4,963
Educational FM	1,398	252	1,650
■ Total Radio	10,565	1,266	11,831
FM translators	1,769	318	2,087
Commercial VHF TV	547	23	570
Commercial UHF TV	527	213	740
Educational VHF TV	122	5	127
Educational UHF TV	218	26	244
■ Total TV	1,414	267	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Datebook

■ *indicates new listing*

This week

Sept. 6—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-7050.

Sept. 7—*USA Network* local ad sales seminar. Ritz-Carlton, Houston. Information: (213) 277-0199.

Sept. 8—*USA Network* local ad sales seminar. Dallas-Fort Worth. Information: (213) 277-0199.

Sept. 8-11—*National Association of Telecommunications Officers and Advisers* ninth annual conference. Theme: "New Visions on the Telecommunications Horizon." Scottsdale, Ariz. Information: Catharine Rice, (202) 626-3160.

Also in September

Sept. 11-13—*Wireless Cable Association* convention. Hyatt Crystal City, Arlington, Va. Information: (202) 452-7823.

Sept. 12—Presentation of News and Documentary Emmy Awards, sponsored by *National Television Academy*. Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

Sept. 12—Deadline for entries in TV promotion spots and ID's category (for work produced or aired between July 1, 1989, and Sept. 12, 1989) of International Film & TV Festival, sponsored by *New York Festivals*. Information: (914) 238-4481.

Sept. 12—*MTV Networks'* local advertising sales workshop. Westin Lenox, Atlanta.

Sept. 12—*Cabletelevision Advertising Bureau* local sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y. Information: (914) 682-0050.

■ **Sept. 12**—*Federal Communications Bar Association* luncheon. Speaker: Preston Padden, president, Association of Independent Television Stations. Washington Marriott, Washington.

Sept. 12-13—Media workshop, "Exploring the Frontiers of Media," sponsored by *Association of National Advertisers*. Plaza hotel, New York. Information: (212) 697-5950.

Sept. 12-15—*National Association of Black Owned Broadcasters* 13th annual fall broadcast management conference. Theme: "Broadcasting in the 1990's—Getting Ready." Ramada Renaissance hotel, Washington. Information: Ave Sanders, (202) 463-8970.

Sept. 13—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Kay Koplovitz, president and CEO, USA Network. Copacabana, New York. Information: (212) 768-7050.

Sept. 13—*USA Network* affiliate marketing seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

Sept. 13-16—*Radio-Television News Directors Association* 44th annual international conference and exhibition. Speakers include Ted Turner, Turner Broadcasting System; keynoter Andrea Mitchell, NBC News, and George Will, syndicated columnist. Kansas City Convention Center, Kansas City, Mo. Information: (202) 659-6510.

Sept. 14—Seventh annual Everett C. Parker Ethics in Telecommunications lecture, co-sponsored by *Office of Communication of United Church of Christ* and *National Council of Churches, Communication Commission*. Speaker: Tony Schwartz. Interchurch Center, New York. Information: (212) 683-5656.

Sept. 14—*USA Network* local ad sales seminar. Embassy Suites-Denver Tech Center, Denver. Information: (212) 408-9100.

Sept. 14—*Cabletelevision Advertising Bureau* local sales workshop. Holiday Inn-Eastgate, Cincinnati. Information: (513) 752-4400.

Sept. 14—*MTV Networks'* local advertising sales workshop. Marriott Harbor Beach, Fort Lauderdale, Fla.

Sept. 15—Deadline for entries in International Film and Video Festival sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.

Sept. 15—Deadline for company entries in New York Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Information: (212) 768-7050.

■ **Sept. 15**—"Broadcasting & Cable: Together into the 1990's," seminar sponsored by *NATPE International's Educational Foundation*. Hyatt Regency, San Francisco. Information: (213) 965-1990.

Sept. 16—*Academy of Television Arts and Sciences* presentation of nontelevised portion of 41st annual prime time Emmy Awards, primarily for creative arts categories. Pasadena exhibition hall, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16—*North Jersey Press Club* meeting. Fairleigh Dickinson University, Teaneck, N.J. Information: (201) 322-8343.

Sept. 16-19—Second International Teleproduction Society annual forum. Century Plaza, Los Angeles. Information: (212) 629-3266.

Sept. 17—41st annual prime time Emmy awards telecast (on Fox television stations), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Sept. 17-19—*National Association of State Radio Networks* fall board meeting and general membership "fly-in." Information: (404) 255-7861.

Sept. 17-19—*Kentucky Cable TV Association* annual fall convention. Marriott Resort, Lexington, Ky. Information: (502) 864-5352.

Sept. 17-22—*American Advertising Federation* second annual advanced advertising management seminar. Northwestern University's James Allen Center, Evanston, Ill.

Sept. 18-20—*Association of National Advertisers* creative advertising, media strategy and promotion strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

Sept. 19—*Cabletelevision Advertising Bureau* local sales workshop. Dallas Parkway Hilton, Dallas. Information: (513) 752-4400.

Sept. 19-20—*Washington Journalism Center* conference for journalists, "Politics 1990: New Issues, Shifting Strategies, Changing Coalitions." Watergate hotel, Washington. Information: (202) 337-3603.

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Media Monitor will be back next week.

Errata

Buyer and seller of KNIS(FM) Carson City, Nev. ("Changing Hands," Aug. 28), were transposed. Correct information is: **Seller:** Western Inspirational Broadcasting Inc., headed by Norman Kaupp. **Buyer:** Sapphire Broadcasting Inc., headed by Thomas Gammon, president of Americom radio brokers.

□

In Aug. 14 issue, **Farrell Meisel,** vice president, programing, WWOR-TV New York, was misquoted in story regarding Viacom's possible future marketing of off-network *The Cosby Show, Roseanne* and *A Different World*. Meisel actually **said Cosby "has had a tremendous residual effect on our overall schedule."**

□

Newport, N.H., FM sold by RadioActive Group Inc. to Mountain View Broadcasting for $2,000,000 ("Changing Hands," Aug. 28) was **WXXK-FM.**

□

Information on **sales totals** provided to BROADCASTING **for The Ted Hepburn Co.** for Aug. 7 Special Report on brokers inadvertently included only sales in 1989. Correct total for 12 months from July 1988 through June 1989 is **$60,650,000.**

indicated he will solicit free time from religious stations...." You then proceeded to give the response from Tim Robertson, CBN President, who said that he would not give time to CLeaR-TV, but would be willing to sell the time.

I believe that by adding Mr. Robertson's comment, you have given the average reader, as well as the advertisers, a distorted viewpoint of the situation. In your Dec. 26, 1988, issue, Mr. Robertson was quoted as saying, "CBN Family Channel, which is primarily an entertainment programing operation, not a TV ministry." How does that qualify Mr. Robertson as a spokesman for religious TV stations?

Perhaps you might be interested in the opinion of someone who actually operates a religious station. It may come as a shock to you to learn that, not only have we aired the program at no extra charge to CLeaR-TV, but we intend to do so several more times.

Yes, I am one of those narrow-minded "religious broadcasters" who believes that our future generations are being destroyed by the sex and violence on the airwaves. And I intend to do everything I can to stop it because, in one way or another, we will all suffer the consequences of it.—*Albert O. Cooper, president, KRPV-TV, Roswell, N.M.*

Positive position

EDITOR: Will the AM broadcasters please do something positive that *justifies* positive press? Mr. Joe Tabback, in his July 24 "Open Mike" letter, asked for positive news in a generally negative industry. "Trafficki'g" in FCC licenses, or just plain bad management, has sapped the broadcast industry of enthusiasm and its most creative people. Although it would appear that the stations most likely to be considered "revolving doors" get precisely what they deserve, it's time to stop playing "musical chairs" and get down to the business that's been sorely neglected in recent years.

Managers, do something innovative and creative so we *all* benefit. Let positive press be an unintended effect, rather than a goal.—*Alan Boritz, Mahaw, N.J.*

Free for all

EDITOR: In its effort to grant First Amendment rights to television, radio and cable, the Congress is ignoring the same rights of all other Americans.

When granted to a few thousand broadcasters who, by the licensing system, have an exclusivity, it gives that small group a shield of protection against other Americans who have been, or feel they have been, maligned over the air and wish to defend themselves.

The press doesn't have that shield and rightfully has First Amendment rights. If a citizen feels he has been mistreated by a newspaper, or doesn't like its stand, he can do as many have: start another paper.

If First Amendment rights are maintained for broadcasters, shouldn't other Americans be protected by opening the airways to all without governmental interference or licensing?—*Micah P. Smith, Media Marketing Associates Inc., Norman, Okla.*

Doesn't buy it

EDITOR: In response to Simon Goldman's July 31 letter supporting Richard Arsenault's AM rescue:

If your programing on WVMT(AM) Burlington, Vt., is so "superior," Mr. Goldman, how come no one's listening? AM stereo will go the way of FM quadrophonic. What the AM community constantly fails to recognize is that AM's time has come and gone.

The early FM pioneers got no special consideration or cooperation for the scores of years that they struggled with little or no listener base or advertising. No special committees, no special rules, no pie in the sky technological panacea can or will turn around the decline of AM radio.

AM was dominant for a long time. In fact, when I started in radio 12 years ago the markets I was in were still AM-dominated. But slowly, ever so slowly, FM's shares grew and grew.

I own a Class A FM in a Class B market. I knew what I was getting into from the day I signed the papers. Simply put, permitting AM stations to broadcast even on a low-power FM will give you "unfair advantage" as a combo over Class A stand-alones, and then I'll form a PAC and an advisory board to gather support for all Class A standalones in Class B markets to be permitted to add an additional Class A to their license, at no extra cost, *and* create a 50,000-watt AM frequency so that I may "keep pace."

This gets pretty silly when you take a long, sobering look at it.—*Harry Gregor Jr., president, WCZX(FM) Poughkeepsie, N.Y.*

Waiver, no waiver?

EDITOR: Your Aug. 28 "Closed Circuit" regarding regulatory problems with NBC's possible shift in the prime time schedule on the West Coast ("PTAR rears its head") was in error. You correctly note that if NBC stations run network programing at 7-10 p.m., plus the *Tonight Show* starting at 10:30, they will be in violation of the Prime Time Access Rule which limits network programing on the East and West Coasts to three hours from 7 to 11 p.m. However, you are wrong in stating that the "problem could be solved by waiver."

A waiver would be tantamount to declaring that PTAR does not apply to any NBC affiliate on the West Coast, effectively eliminating the access period on those stations. However, even assuming that there was some conceivable public benefit to such a change, it could only be accomplished through waiving rules of general applicability, such as PTAR, except in interest justification. A waiver cannot be used to make sweeping changes in a rule, such as eliminating its applicability in one-fourth of the entire nation.—*Robert M. Gurss, Wilkes, Artis, Hedrick & Lane, Washington, counsel for Program Producers and Distributors Committee.*

Editor's note: *Attorney Gurss's opinion is not held universally. Among others checked by BROADCASTING last week, Chuck Kelley, chief of the FCC Mass Media Bureau enforcement division, said he knows of no reason a group of NBC affiliates could not jointly file for a waiver of PTAR.*

The Fifth Estate

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incorporating
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Stock Index

BROADCASTING

	Closing Wed Aug 30		Closing Wed Aug 23		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N (CCB) Capital Cities/ABC	509	1/4	503	1/2	5 3/4	01.14	22	8,265
N (CBS) CBS	214	3/8	213		1 3/8	00.64	18	5,056
A (CCU) Clear Channel	12	1/4	12		1/4	02.08	20	47
A (HTG) Heritage Media	4	3/8	3	7/8	1/2	12.90	-3	97
O (JCOR) Jacor Commun.	6	7/8	7		1/8	-01.78	-7	68
O (LINB) LIN	107		106		1	00.91	64	5,464
O (OBCCC) Olympia Broad.	2	1/4	2	1/4		00.00		5
O (OSBN) Osborn Commun.	14		13	3/4	1/4	01.81	-12	71
O (OCOMA) Outlet Commun.	28	1/2	28	1/4	1/4	00.88	42	186
A (PR) Price Commun.	6	3/4	6	7/8	1/8	-01.81	-3	49
O (SAGB) Sage Broadcasting	3	3/4	3	3/4		00.00	-5	14
O (SCRP) Scripps Howard	81		79		2	02.53	47	836
O (SUNNC) SunGroup Inc.	1	5/8	1	5/8		00.00	-2	3
O (TLMD) Telemundo	5	1/4	5	1/8	1/8	02.43		88
O (TVXGC) TVX Broadcast	215/16		3		1/16	-02.08		21
O (UTVI) United Television	36		36			00.00	45	393

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	38		38	3/4	3/4	-01.93	64	753
N (AFL) American Family	18		17	3/4	1/4	01.40	13	1,458
O (ACCMA) Assoc. Commun.	37	1/2	35	1/4	2 1/4	06.38		536
O (BMAC) BMA Corp.	36	1/2	35	3/4	3/4	02.09	19	354
N (CCN) Chris-Craft	36	3/4	37	5/8	7/8	-02.32	43	826
O (DUCO) Durham Corp.	32	1/4	32	1/4		00.00	19	272
N (GCI) Gannett Co.	47	1/4	47	1/8	1/8	00.26	20	7,609
O (GACC) Great Amer. Comm.	10	7/8	11		1/8	-01.13	-4	341
N (JP) Jefferson-Pilot	38	1/8	38	1/2	3/8	-00.97	14	1,469
N (KRI) Knight-Ridder	57	1/2	57	1/8	3/8	00.65	22	3,053
N (LEE) Lee Enterprises	32	3/8	31	7/8	1/2	01.56	19	799
N (LC) Liberty	35	5/8	35	3/4	1/8	-00.34	12	308
N (MHP) McGraw-Hill	80	3/8	81		5/8	-00.77	21	3,900
A (MEGA) Media General	39		37	3/4	1 1/4	03.31	105	1,004
N (MDP) Meredith Corp.	36	1/8	36	1/4	1/8	-00.34	21	687
O (MMEDC) Multimedia	106		104		2	01.92	42	1,173
A (NYTA) New York Times	31	1/4	31	1/2	1/4	-00.79	16	2,476
N (NWS) News Corp. Ltd.	26		26	3/8	3/8	-01.42	10	6,931
O (PARC) Park Commun.	35	1/4	35		1/4	00.71	25	486
O (PLTZ) Pulitzer Publishing	30		30	1/4	1/4	-00.82	15	314
N (REL) Reliance Group Hold.	7	3/4	7	3/4		00.00	24	577
O (RTRSY) Reuters Ltd.	46	3/4	46	3/8	3/8	00.80	26	19,350
O (STAUF) Stauffer Commun.	138		138			00.00	46	138
N (TMC) Times Mirror	41	1/4	41		1/4	00.60	16	5,304
O (TMCI) TM Communications		5/16		5/16		00.00	-1	1
N (TRB) Tribune	58	3/8	59	1/2	1 1/8	-01.89	20	4,367
A (TBSA) Turner Bcstg. 'A'	55	5/8	54	1/8	1 1/2	02.77	-17	2,557
A (TBSB) Turner Bcstg. 'B'	51	1/2	49	3/4	1 3/4	03.51	-16	1,246
A (WPOB) Washington Post	288	1/2	283		5 1/2	01.94	22	3,711

PROGRAMING

O (ALLT) All American TV	3	1/8	3	1/8		00.00		3
O (BRRS) Barris Indus	10	5/8	9	3/4	7/8	08.97	-4	115
A (CLR) Color Systems	2	1/2	2	1/8	3/8	17.64	-2	13
N (KPE) Columbia Pic. Ent.	20	1/4	20	3/4	1/2	-02.40	1012	2,242
O (CAVN) CVN Cos.	20	1/8	20		1/8	00.62	31	354
O (DCPI) dick clark prod.	5	3/4	5	1/2	1/4	04.54	-575	47
N (DIS) Disney	117	5/8	114		3 5/8	03.17	28	15,809
O (FNNI) Financial News	7	3/8	6	5/8	3/4	11.32		89
A (FE) Fries Entertain	2	1/8	2	1/4	1/8	-05.55	-3	10
N (PCI) Gulf + Western	58	5/8	58	3/4	1/8	-00.21	18	6,811
A (HHH) Heritage Entertain.	2	3/8	2	1/4	1/8	05.55	-7	12
A (HSN) Home Shopping Net.	3	1/2	3	3/4	1/4	-06.66	14	313
N (KWP) King World	32	1/2	33		1/2	-01.51	11	813
O (KREN) Kings Road		13/32		3/8	1/32	08.33		2
N (MCA) MCA	65	1/2	65	1/4	1/4	00.38	28	4,783
N (MGM) MGM/UA Commun.	19	5/8	19	1/4	3/8	01.94	-9	988
A (NHI) Nelson Holdings		3/4		3/4		00.00		20
O (NNET) Nostalgia Network	2		2	1/16	1/16	-03.03	-2	11
N (OPC) Orion Pictures	21	1/4	21	1/4		00.00	39	369
N (PCC) Pathe Commun.	3	1/4	3	1/8	1/8	04.00		36
N (PLA) Playboy Ent.	15		14	1/4	3/4	05.26		141
O (QNTX) Qintex	8	1/8	9	1/8	1	-10.95		171

PROGRAMING

O (QVCN) QVC Network	19	1/8	19	3/8	1/4	-01.29	31	192
O (RVCC) Reeves Commun.	6	1/2	6	5/8	1/8	-01.88	59	82
O (RPICA) Republic Pic. 'A'	11		10	1/2	1/2	04.76	157	47
O (SP) Aaron Spelling Prod.	8		8	1/4	1/4	-03.03	11	258
O (JUKE) Video Jukebox	5		5	1/4	1/4	-04.76	-41	40
N (WCI) Warner	64	1/2	65	3/8	7/8	-01.33	22	10,461
O (WONE) Westwood One	11	1/2	11	1/2		00.00	-54	166

SERVICE

O (AMEA) A.M.E. Inc.	12		12	1/4	1/4	-02.04	29	59
O (AGRP) Andrews Group	6	1/8	5	1/2	5/8	11.36	-2	55
O (BSIM) Burnup & Sims	20	1/8	20		1/8	00.62	23	321
N (CQ) Comsat	38		37	3/8	5/8	01.67	10	700
N (CDA) Control Data Corp.	18	7/8	19	3/8	1/2	-02.58	-269	797
N (DNB) Dun & Bradstreet	59		58		1	01.72	21	11,044
N (FCB) Foote Cone & B.	30	3/8	30		3/8	01.25	18	255
O (GREY) Grey Advertising	154		156		2	-01.28	13	183
O (IDBX) IDB Communications	8	1/2	8	1/4	1/4	03.03	170	42
N (IPG) Interpublic Group	33	3/8	33	3/8		00.00	18	1,166
O (OMCM) Omnicom Group	23	5/8	23	1/2	1/8	00.53	14	583
N (SAA) Saatchi & Saatchi	15		15			00.00	6	2,348
O (TLMT) Telemation	2		2			00.00	-33	9
A (UNV) United Video	14		14	1/8	1/8	-00.88	22	30

CABLE

A (ATN) Acton Corp.	19	5/8	19	1/2	1/8	00.64	-18	31
O (ATCMA) American TV and Comm.	49	1/8	49	3/4	5/8	-01.25	73	5,352
O (CTEX) C-Tec Corp.	22	1/2	21	3/4	3/	03.44	24	374
A (CVC) Cablevision Sys. 'A'	44	5/8	44		5/8	01.42	-5	980
N (CNT) Centel Corp.	59	7/8	56	3/4	3 1/8	05.50	35	3,791
A (CTY) Century Commun.	22	1/4	22		1/4	01.13	-65	966
O (CMCSA) Comcast	28	3/8	27		1 3/8	05.09	-39	1,901
A (FAL) Falcon Cable Systems	20		20	5/8	5/8	-03.03	-111	127
O (JOIN) Jones Intercable	18	1/4	18	1/2	1/4	-01.35	-14	226
T (MHP.Q) Maclean Hunter 'X'	12	7/8	13	3/4	7/8	-06.36	35	948
T (RCI.A) Rogers Commun. 'A'	136		141		5	-03.54	-230	1,835
T (RCI.B) Rogers Commun. 'B'	117	1/4	117		1/4	00.21	-198	1,582
O (TCAT) TCA Cable TV	18	1/2	18	3/4	1/4	-01.33	42	446
O (TCOMA) Tele-Commun.	39	5/8	37	1/2	2 1/8	05.66	127	6,994
N (TL) Time Inc.	137	3/4	141	3/4	4	-02.82	29	7,809
O (UAECA) United Art. Ent A	22	1/8	21	3/8	3/4	03.50	-33	1,461
O (UAECB) United Art. Ent. B	23	1/8	21	3/4	1 3/8	06.32	-34	1,527
N (VIA) Viacom	57	1/2	56	5/8	7/8	01.54	-16	3,068
N (WU) Western Union	1		1	3/8	3/8	-27.27		39
O (WSMCA) WestMarc	30	1/8	29	3/8	3/4	02.55	-35	490

ELECTRONICS/MANUFACTURING

N (MMM) 3M	78	1/4	78		1/4	00.32	14	17,554
N (ARV) Arvin Industries	20	1/2	20		1/2	02.50	20	381
O (CCBL) C-Cor Electronics	14	1/2	13		1 1/2	11.53	14	59
N (CHY) Chyron	3	7/8	4	1/4	3/8	-08.82	-38	43
A (COH) Cohu	11	1/2	11	5/8	1/8	-01.07	7	21
N (EK) Eastman Kodak	48	5/8	50	3/4	2 1/8	-04.18	11	15,774
N (GRL) Gen. Instrument	31	1/2	31		1/2	01.61	12	1,065
N (GE) General Electric	58		57		1	01.75	14	52,371
N (HRS) Harris Corp.	35	1/4	34		1 1/4	03.67	18	1,364
N (MAI) M/A Com. Inc.	6	7/8	7	1/8	1/4	-03.50	12	162
N (IV) Mark IV Indus.	17	1/2	15	1/8	2 3/8	15.70	8	189
O (MCDY) Microdyne	4		3	7/8	1/8	03.22	-26	16
O (MCOM) Midwest Commun.	7	1/4	6	1/2	3/4	11.53	29	21
N (MOT) Motorola	58	3/8	57	1/8	1 1/4	02.18	16	7,571
N (OAK) Oak Industries	1	3/8	1	1/4	1/8	10.00	8	113
A (PPI) Pico Products	1	1/8	1		1/8	12.50	-1	3
N (SFA) Sci-Atlanta	21	1/8	19	3/8	1 3/4	09.03	15	503
N (SNE) Sony Corp.	60	3/4	61	3/4	1	-01.61	34	15,720
N (TEK) Tektronix	21	5/8	21	1/4	3/8	01.76	120	608
O (TVTK) Television Tech.		1/2		1/2		00.00	50	3
N (VAR) Varian Assoc.	27	3/4	27	1/4	1/2	01.83	10	575
O (WGNR) Wegener	3	3/4	3	7/8	1/8	-03.22	11	27
N (WX) Westinghouse	67	7/8	67	3/8	1/2	00.74	11	9,771
N (ZE) Zenith	16	5/8	17		3/8	-02.20	415	444
Standard & Poor's 400	401.92		394.64			7.28		01.85

T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

fore an audience at Lifetime's Astoria Studios. Production will begin Oct. 17. Wallace, who joined CBS News in 1981 and later served as a principal correspondent for *West 57th*, will focus on a broad range of topics aimed at women.

"I think Jane found it interesting that we were a network that was trying to do responsible things for women," said Pat Fili, senior vice president, programing and production. "I think she really liked the idea of doing a talk show that would handle issues in a responsible way and exploring subjects out of which women could get solid information."

"I'm not like the people currently doing talk shows," Wallace told BROADCASTING. "I come from a very straight news background, and I don't see us being as 'tabloid' as the other shows. We take women, and the issues that face them, seriously. They're deserving of a high level of discussion."

The program is still in the planning stages, but it will not concern itself with "sensationalistic topics," Fili said, as the emphasis will be on the providing of solid information. "This is not to say that we won't be doing some topics that are racy," Wallace said, "but we're hoping to do them in a way that sheds new light on them, in a more intellectually responsible way." Each show will focus on one specific topic, and taped reports or live satellite remotes from around the U.S. will be used to enhance national involvement. □

Prime Network signs senior baseball

Prime Network has amended its claims that it does not seek to compete head on with national cable sports programers ESPN and SportsChannel America (SCA), announcing it has landed exclusive rights to a sports product with formidable national appeal, the newly formed Senior Professional Baseball Association. No terms of the three-year agreement were announced.

Denver-based Prime, a consortium of regional channels, said it will air 30 of 72 regular season SPBA games, two each week at 7:30 p.m. ET Fridays and noon ET Sundays, as well as the league's Jan. 21 all-star game and early February postseason next year. All eight teams will field former Major League Baseball players over 35 years old—including, this year, potential Hall of Famers Graig Nettles, Luis Tiant and Steve Yeager—and will be based in Florida cities where Prime Network affiliate Sunshine Network will originate coverage. Prime said it will uplink the games from Houston, via GE Americom satellite Satcom FIR, to a national audience of more than 18 million.

A self-described "programing partnership," Prime Network comprises four Affiliated Regional Communications regional cable sports channels owned by Tele-Communications Inc. and Bill Daniels & Associates: Sunshine Network, Home Sports Entertainment (Dallas), Prime Sports Network (Denver) and Prime Sports Network-Midwest (launching this fall in Indianapolis). Daniels-owned Prime Ticket (Los Angeles) will also telecast the SPBA season. Channels in Pittsburgh, San Francisco and Seattle are planned, and informal program-sharing agreements exist with regionals based in Washington, New York and Detroit.

Prime Network President Ed Frazier had said last month that Prime is "not looking at competing with SCA or ESPN as national programers" (BROADCASTING, Aug. 14). But, according to Daniels, Frazier now "hopes to expand Prime Network's national programing, including SPBA games, by establishing regional sports networks in other major television markets, management agreements with existing regional sports networks [and] providing sports programing to cable operators in other markets and...to the TVRO industry." Frazier could not be reached for comment.

Week 49 goes to NBC, Fox's 'Married' moves into top-20 ranking

NBC won week 49 (ended Aug. 27) with an 11.4/21.3 over ABC's 9.7/18.1 and CBS's 9.6/18. Last year the numbers were NBC, 12.2/22.3; CBS, 9.7/17.8, and ABC, 8.9/16.3.

In the evening news race, CBS took the week with a 9.7/21 over ABC's 8.5/19 and NBC's 8.0/18. A year ago it was ABC on top with a 9.3/20, CBS second with a 9.0/20 and NBC last with an 8.6/18.

Fox's *Married...With Children* grabbed its best rating to date (13.4/22) and pushed the network's programing into the top-20 category. *Married* had its next best night during week 45, when it scored an 11.2/20.

For the book of days, NBC won Monday, Wednesday, Thursday and Saturday. ABC won Tuesday and Friday, which left CBS with a Sunday-night win.

Nielsen		Net	
1	19.5/33	A	Roseanne
2	19.0/34	N	Cheers
3	17.5/32	N	Different World
4	16.4/32	N	Cosby Show
4	16.4/29	N	Dear John
6	16.0/29	A	Wonder Years
7	14.7/28	A	Who's the Boss?
7	14.7/25	N	NBC Monday Movie
9	14.5/2[illegible]		Mr. Belvedere
10	14.2/25	N	Night Court
11	14.1/27	A	Perfect Strangers
12	14.0/24	C	CBS Sunday Movie
13	13.9/23	C	Designing Women
14	13.7/23	C	Murphy Brown
15	13.6/27	N	Golden Girls
15	13.6/23	A	Anything But Love
17	13.4/26	N	Empty Nest
17	13.4/22	F	Married...With Children
19	13.3/28	A	Full House
19	13.3/25	A	Just the Ten of Us
21	13.0/28	C	60 Minutes
21	13.0/23	C	Murder, She Wrote
23	12.7/24	N	L.A. Law
24	12.5/24	N	Unsolved Mysteries
24	12.5/22	N	Hogan Family
24	12.5/21	C	Murphy Brown, special
27	12.4/24	A	Growing Pains
27	12.4/23	A	Head of the Class
29	12.1/24	A	20/20
29	12.1/21	C	Jake and the Fatman
31	12.0/22	N	Matlock
32	11.6/22	N	Yesterday, Today and Tomorrow
32	11.6/22	N	Midnight Caller
34	11.3/19	C	Newhart, special
35	11.2/20	N	ALF
35	11.2/19	N	In the Heat of the Night
37	11.0/20	C	Newhart
37	11.0/19	N	FM
39	10.9/20	C	Kate and Allie
39	10.9/20	A	NFL Preseason: Football
41	10.6/19	F	Totally Hidden Video
42	10.4/18	N	NBC Sunday Movie
43	10.1/20	N	Hunter
44	9.9/19	C	CBS Friday Movie
45	9.8/18	F	America's Most Wanted
46	9.5/18	A	Prime Time Live
47	9.3/15	F	Open House
48	9.1/19	N	13 East
48	9.1/17	C	48 Hours
48	9.1/16	C	CBS Tuesday Movie
51	8.8/15	A	ABC Sunday Movie
52	8.7/17	C	Wiseguy
53	8.6/16	A	thirtysomething
54	8.2/18	N	Amen
54	8.2/15	C	Equalizer
56	8.1/14	A	Coach
57	7.9/15	N	Family Ties
57	7.9/15	A	China Beach
59	7.8/16	N	NFL Preseason, Friday special
59	7.8/14	N	My Two Dads
61	7.7/15	C	Best of Knots Landing
61	7.7/14	A	Hooperman
63	7.6/14	A	Mission: Impossible
64	7.0/14	A	ABC Mystery Movie
65	6.9/14	C	West 57th
65	6.9/13	C	Smothers Brothers
67	6.4/12	A	MacGyver
68	6.2/14	C	Paradise
68	6.2/12	A	Man Called Hawk
70	6.1/13	N	Magical World of Disney
71	6.0/12	C	Beauty and the Beast
72	5.9/11	C	CBS Summer Playhouse
73	5.8/13	F	Cops
74	5.5/12	F	21 Jump Street
75	5.4/11	C	Tour of Duty
76	5.3/11	A	ABC Family Classics, special
77	5.2/11	A	Incredible Sunday
78	4.9/8	F	Tracey Ullman Show
79	4.5/9	F	Reporters
80	3.7/7	F	Garry Shandling's Show
81	2.9/6	F	Beyond Tomorrow

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Syndication * Scorecard

(Week ending August 20)

1	11.6 Wheel of Fortune, syn.	228	99
2	10.7 Jeopardy!	213	99
3	9.4 Cosby Show	198	98
4	8.6 Oprah Winfrey Show	212	98
5	7.8 Wheel of Fortune, wknd.	201	89
6	7.2 Star Trek	230	97
7	7.1 Current Affair	148	91
8	6.8 Entertainment Tonight	175	96
9	6.5 Port XIII: Heartburn	147	89
10	6.2 Univ. Pic. Debut Network	121	94
11	5.6 Mama's Family, syn.	193	93
12	5.5 Donahue	227	99
13	5.3 Geraldo	198	98
14	5.2 People's Court	188	94
15	5.1 Family Feud, syn.	129	86

The following programs are included, but not ranked.

5.5 Wrestling Network	109	91
11.5 World Wrestling Fed.	256	97